

THE CHALLENGE:

- Integration of multiple companies
- Rapid growth across all branches
- Partnership expansions
- Increased employee count

THE SOLUTION:

- Centralized operational processes
- Deal registration tool
- Reporting tool

THE BENEFITS/RESULTS:

- Increased quantity of deal registrations
- Due to proper process and ease of use tool
- Increase velocity of deals through the sales process
- Due to proper process, tool integrations and metric alignment
- Increased growth of registrations turning into solutions
- Increased install-base data
- Increased report functionality

PROFILE

Core BTS is a growth-oriented, national leading IT solution provider with 13 offices in 8 states, and 340 employees whose efforts drive 2,500 + customer relationships and \$180M+ in revenues. Core BTS is a true systems integrator that has a 25 year history among its organizations. Core's vision is to envision, execute and enable IT experiences across its services footprint. It is this vision that acts as the roadmap for each customer engagement and provides Core the inspiration to understand each customer's individual organizational needs.

Core's technology solutions span across the following areas: Communications & Collaboration, Data Center, Cloud and Managed Services and Security.

With its roots going back to 1994 under the name KSM Consulting, the current organization of Core was established in 2005, when a company named Convergence Technologies, Inc. ("CTi") was established to acquire and build a leading voice and data services integration company. CTi leadership identified an opportunity to deliver high-value, integrated converged voice and data solutions to address this burgeoning market and acquired three companies: Open Systems Technologies LLC, WorldNet Technology Consultants, Inc. and AAA Networks. These companies were combined with Core BTS, Inc. and consolidated under the Core identity, incorporating Core's business practices and back-office operations. Since then, Core has grown organically as well as through other acquisitions, adding three more organizations to its operations.

"We have a whole new level of analysis of our business operations. The gap between sales strategy and actual marketplace is measurably reduced because we use Vartopia. Our sales and marketing is more targeted to bring the right solutions to market, to the right people, at the right time."

- John Cook, Director, RFP Response Team, Core BTS

BUSINESS PROFILE



Revenue: \$180M

Employees: 340

TOP MANUFACTURER PARTNERS:
Cisco, EMC, NetApp, VMware, Citrix
Microsoft

VARTOPIA SOLUTIONS

- Vartopia Portal
- Reporting Dashboards
- Submission Engine

CERTIFICATIONS

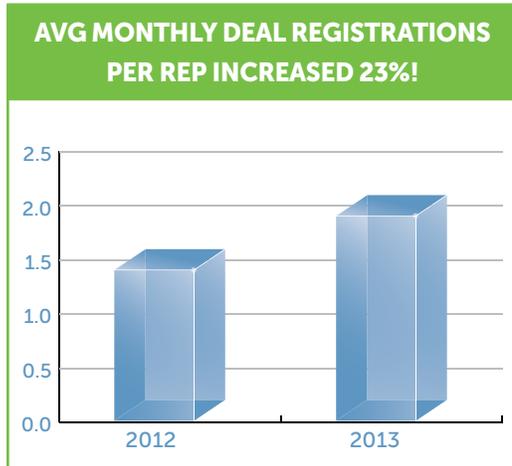
- Cisco Gold Certified Partner
- Citrix Platinum Solution Provider
- Microsoft Silver Certified Partner
- EMC Velocity Partner
- NetApp

RECENT AWARDS

- Microsoft Mid Atlantic Partner of the Year 2012
- Cisco 2011 Break Away Partner of the Year
- Cisco Customer Satisfaction award (4.96/5.00)
- CRN Tech Elite 250
- CRN Top 100 Healthcare VAR
- CRN Top VAR 500

THE CHALLENGE

As a company who has grown through has been achieved in significant part through a number of strategic acquisitions, Core BTS faced a big challenge. Each of its new companies brought with it their own vendor relationships and deal



registration processes to the larger organization. "Operational channels are definitely a considerable challenge when bringing organizations together," says John Cook, Director RFP Response Team. "At the time of the mergers, our deal registration process was comprised of a number of approached that differed depending on the location and predecessor organization. It was very difficult to get an accurate snapshot of our deal registration landscape."

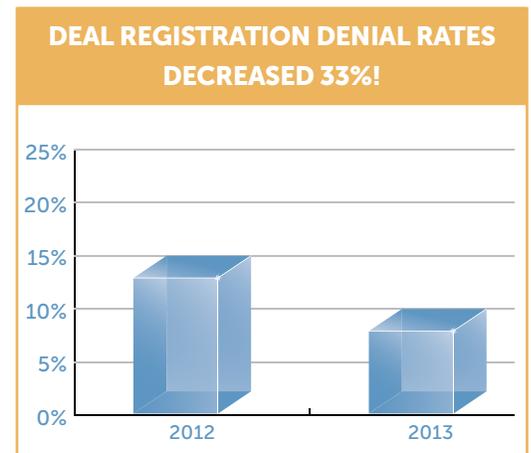
Included in the acquisition strategy, Core leadership recognized the need not only for more accurate data, but also the opportunity to unlock the power of this data to drive business value. With multiple companies integrated into Core and each managing multiple vendor systems, Core's strategic objective was targeted: centralize the deal registration process to elevate executive and sales leadership view of deal registration data across all businesses, including the integrated ability to leverage that data for sales and marketing operations.

THE SOLUTION

As an organization specifically focused on continuous improvement, Core sought to centralize all operational processes that had an impact on top and bottom line results. With support from executive leadership, Core committed to centralizing and streamlining the deal registration process. This meant an operational and cultural change for the organization.

"We were already headed toward a deal registration best practice, and Vartopia came along. The Vartopia MVS Portal has really allowed us to accelerate our deal registration process and execute much faster. We're able to do more registrations, close more deals and make more margin," adds Cook. "We've got deal registration religion. Now, reps can hardly wait to submit deal registrations. Our process and Vartopia technology has allowed us to drive proper behavior and increase monthly deal registrations 23%."

While Core BTS was headed in the right direction, reporting remained questionable. Monthly reporting used to take a week to prepare. "Now I can schedule reports to run daily, weekly, whenever, I can also group registrations by vendor and sales region. It's a beautiful thing," says Denise Rockney, Logistics Manager. Each of Core's Regional VPs gets a weekly deal registration status report that includes the last 90 days of deal registrations and their status. This included deals set to expire, anything still pending approval and deals returned for more information. They now use this report as a reference for strategic pipeline review, forecasting, and decision support for personnel and staffing. From the top down, deal registration is transparently reported and analyzed. Each month, Core's CEO is provided with year over year deal registration report. This highlights their organizational commitment to continuous improvement and operational excellence.



THE BENEFITS

Centralization of the deal registration process and the implementation of Vartopia has had significant operational benefits. "There's no question we get more opportunities registered correctly and more quickly. This gives our sales reps more flexibility to position our solutions, which leads to more transactions." notes Cook.

BUSINESS INTELLIGENCE

Today, Core has much better insight into deal registration data, and they recognize the power behind this data beyond traditional management reporting. Core has transformed their use of Vartopia from a centralized deal registration and reporting platform to a true Business Intelligence tool. Core is beginning to mine Vartopia data along with other vendor program data to make better, more strategic marketing decisions.

“We can take our marketing to a whole new level. Vartopia is a key component to understanding what the data is telling us to make our sales and marketing even better. Having better, more intelligent data also helps us elevate our vendor relationships.”

-John Cook, Director, RFP Response Team, Core BTS

THE FUTURE

Core continues to evolve with Vartopia, and expects to take advantage of Vartopia’s module for Microsoft Dynamics soon. This will further strengthen Core’s data integrity and provide valuable data mining capabilities to support strategic sales and marketing execution.

“The way we’ve established the process integrated with Vartopia...off we go with a whole new level of opportunity to for analytics and data mining to provide actionable insight for our sales and marketing teams,” notes Cook. “We’re look forward to more vendors joining the Vartopia network so we can be even better.”

SEE WHAT YOU HAVE BEEN MISSING

If you are interested in learning more about how Vartopia can help increase your bottom line, we would love to speak to you. We recommend that all customers start with risk free pilot of our reporting solution. With a few hours of work, we can give you access to all your active and historical deal registrations in Vartopia. This will give you detailed insight into your consolidated deal registration data via our Analytics and Reporting Dashboards. You will get immediate value from our standard reports such as our “At Risk Deal Registrations” which identifies any registrations stuck waiting for approval, returned for more information and expiring in the next 2 weeks. Our Customer Success Team will also work with you to review your data, discuss your current processes and recommend the best solutions to increase your profitability.



REGISTRATION ENGINE

New Opportunity

Opportunity Information

Vendor Registrations

DASHBOARD

REGISTRATION PERFORMANCE

DEAL VOLUME TREND BY VENDOR

PENDING REVIEW & APPROVAL

REPORTING ENGINE

Customer Name	Opportunity Name	Vendor	Deal ID	Submitted On	Amount	Exp. Close	Expires On	Approval ID
Customer Name: Acme Construction (From 3 deals)								
Acme Construction	VMware Solution	NetApp	Dr-9574448	03/28/2013	\$150,000	06/30/2013	08/31/2013	OPP-004SIWQ
Acme Construction	VMware Solution	VMware		03/28/2013	\$100,000	06/30/2013	06/30/2013	
Acme Construction	VMware White Space	VMware		02/11/2013	\$10,000	04/30/2013		
Customer Name: All Better Hospital (From 6 deals)								
All Better Hospital	Cisco Expansion	Cisco	9443220	03/28/2013	\$100,000	06/30/2013	07/31/2013	
All Better Hospital	All Better Hospital	Flexpod		03/28/2013	\$0			
All Better Hospital	All Better Hospital	Amet		03/28/2013	\$0			
All Better Hospital	All Better Hospital	Cisco		03/28/2013	\$15,000	03/31/2013		
All Better Hospital	All Better Hospital	NetApp	DR-0777866	03/28/2013	\$15,000	03/31/2013	06/30/2013	OPP-00YKIM
All Better Hospital	All Better Hospital	VMware		03/28/2013	\$11,000	03/31/2013		
All Better Hospital	Hospital Upgrade	Cisco	7576577	03/28/2013	\$250,000	03/31/2013	04/30/2013	
All Better Hospital	Hospital Upgrade	VMware		03/28/2013	\$74,000	03/31/2013		
Customer Name: Big Chem (From 1 deals)								
Big Chem	NetApp Project	NetApp	DR-2133443	03/28/2013	\$50,000	08/31/2013	08/04/2013	OPP-00RTER
Customer Name: Big Sky Rockets (From 1 deals)								
Big Sky Rockets	Storage Project	NetApp	DR-3322435	03/28/2013	\$74,000	03/31/2013	10/31/2013	OPP-00TRIMH
Customer Name: Bio Tech Inc. (From 5 deals)								
Bio Tech Inc.	Network Upgrade	Cisco	4633333	03/28/2013	\$35,000	04/30/2013		
Bio Tech Inc.	FlexPod Bio Chem	Flexpod	3994444	03/28/2013	\$0			
Bio Tech Inc.	FlexPod Bio Chem	Cisco		03/28/2013	\$25,000	06/20/2013		
Bio Tech Inc.	FlexPod Bio Chem	NetApp		03/28/2013	\$15,000	06/20/2013		
Bio Tech Inc.	test	NetApp		04/08/2013	\$500,000	04/30/2013		
Customer Name: Lawyers R Us (From 2 deals)								
Lawyers R Us	Cisco UCS	Cisco	2322333	03/28/2013	\$500,000	05/31/2013	06/30/2013	
Lawyers R Us	NetApp Swap Out	NetApp	DR-4333398	03/28/2013	\$82,000	05/31/2013		
Customer Name: Monster Bank (From 6 deals)								
Monster Bank	Switches	Cisco	9986677	02/01/2013	\$50,000	04/30/2013	05/31/2013	
Monster Bank	FlexPod	Flexpod	9444449	03/28/2013	\$0			
Monster Bank	FlexPod	Amet		03/28/2013	\$0			
Monster Bank	FlexPod	Cisco		03/28/2013	\$300,000	05/31/2013		
Monster Bank	FlexPod	NetApp	DR-2333756	03/28/2013	\$100,000	05/31/2013	07/01/2013	OPP-00PFED